Permit #F00023502

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00023502 **Type of Permit:** FILMING **Release Date:** 01/18/2010

Production Company ANONYMOUS CONTENT

Insured Company Name ANONYMOUS CONTENT

Contact Phone No. 1 310-558-6000
Contact Phone No. 2
Fax
Address 3532 HAYDEN PLACE
CULVER CITY, California 90232

Production Title DIET COKE

Type of Production Commercial - Standard

Producer DEANNIE O'NEIL

Director CHRISTIAN LOUBECK

1st AD HOWELL CALDWELL

Production Manager MARISKA LEYSSIUS

FilmL.A. Coordinator Erica Wade

Location Manager DAVID DOUMENG
Primary Phone Mobile - 310-617-5480
Secondary Phone Office - 310-558-3668

Location Assistant N/A N/A
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

Posting 600	$52.00
Posting 900	$78.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA COUNTY FIRE REVIEW	$104.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$900.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$912.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$300.00

Total Permit Fee $3,943.00

Number of Locations 2

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Summary Information — Location

Permit Number	F00023502	**Location Manager**	DAVID DOUMENG
Production Company	ANONYMOUS CONTENT	Primary Phone	Mobile - 310-617-5480
Insured Company	ANONYMOUS CONTENT	Secondary Phone	Office - 310-558-3668
Production Title	DIET COKE		

Location Address Academy Rd., Morton Ave. - Park Dr., Los Angeles, CA, 90012

Location Names

Location Type Sidewalk

Location Description

Prep Dates 1/18/2010 - 1/18/2010 07:00 - 22:00

Film Dates 1/19/2010 - 1/19/2010 05:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Community Survey Obtained
Equipment vehicles may park on one side of street
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
academy.23502.pdf
23502.pdf
David Doument Anoymous Content letter346.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Motor Homes	2
Vans	1

Personnel on Location

Type	Quantity
Cast	10
Crew	50
FilmL.A. Monitor(s)	1
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent traffic control - 2 minutes standard; Talent painting mural on City wall ; Techno crane in curblane;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note PRODUCTION COMPANY MUST WASH/CLEAN OFF ALL PAINT

Coordinator Note ELYSIAN PARK DRIVE - BASECAMP

(1) RAPG MONITOR REQUIRED 1/18 7AM - 5PM

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Summary Information — Location

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Production Title	DIET COKE		

ELYSIAN PARK DRIVE, SECTION 4 AND SECTION 6 PARKING LOTS - BASECAMP/CREW PARKING

(1) RAPG MONITOR REQUIRED 1/19 5AM - 5PM

Parking

Base Camp
Location Type : LA City Park
Street :

Crew Parking
Location Type : LA City Park
Street :

Posting "No Parking" signs B/S ACADEMY RD., MORTON AVE. - PARK DR.

Approximate Footage 301 - 600 **Log Number** 10-09230

Date(s) 1/18/2010 to 1/19/2010 **Time(s)** 00:00 to 00:00

Posting "No Parking" signs W/S MORTON AVE., ACADEMY RD. - SOUTH 300'
E/S ELYSIAN PARK DR., ACADEMY RD. - SOUTH 500'

Approximate Footage 601 - 900 **Log Number** 10-09406

Date(s) 1/18/2010 to 1/19/2010 **Time(s)** 00:00 to 00:00

Lane / Full Closure FULL CLOSURE OF ACADEMY RD., MORTON AVE. - STADIUM WY.

Approximate Footage 0 - 300

Date(s) 1/19/2010 to 1/19/2010 **Time(s)** 05:00 to 22:00

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Summary Information — Location

Permit Number	F00023502	**Location Manager**	DAVID DOUMENG
Production Company	ANONYMOUS CONTENT	Primary Phone	Mobile - 310-617-5480
Insured Company	ANONYMOUS CONTENT	Secondary Phone	Office - 310-558-3668
Production Title	DIET COKE		

Location Address 1476 Academy Rd, Los Angeles, CA, 90026

Location Names

Location Type Vacant Building

Location Description

Prep Dates 1/18/2010 - 1/18/2010 07:00 - 22:00

Film Dates 1/19/2010 - 1/19/2010 05:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Equipment vehicles may park on one side of street
Must comply with attached conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document Echo Park & Elysian Park Special Conditions October 2008.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Motor Homes	2
Vans	1

Personnel on Location

Type	Quantity
Cast	10
Crew	50
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent traffic control - 2 minutes standard; Talent painting mural on City wall ;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note PRODUCTION COMPANY MUST WASH/CLEAN OFF ALL PAINT

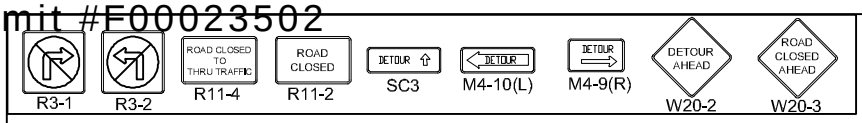
Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : LA City Park
Street :

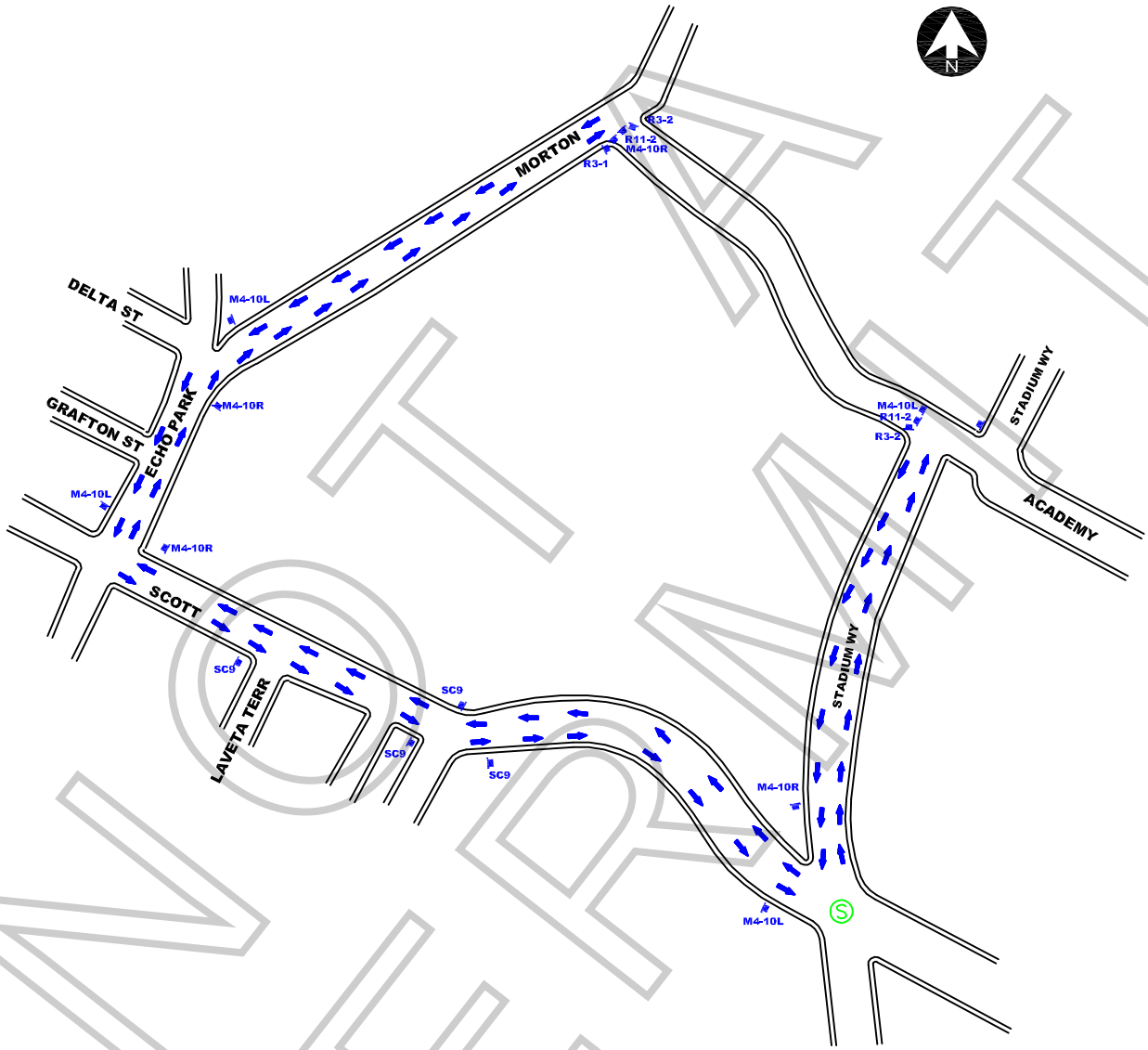
NOT A PERMIT

Permit #E00023502



TRAFFIC CONTROL FOR:
ANONYMOUS CONTENT
"DIET COKE"
FILMING

FLASHING ARROW SIGN (FAS)
28" TRAFFIC CONE
TYPE II BARRICADE WITH SIGN



ALL TRAFFIC CONTROL WILL BE INSTALLED AND CONFORM TO THE MUTCD AND WATCH MINIMUM REQUIREMENTS

WORK ZONE TRAFFIC CONTROL PLAN GENERAL NOTES

1. DATE/TIME: 1-19-10 FROM 05:00 HOURS TO 22:00 HOURS.
2. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS, SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS A10A&B, A20A-D, AND A24A-E.
3. THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
4. CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
5. POLICE WILL DIRECT TRAFFIC IF NECESSARY.

JCL BARRICADE COMPANY.
2334 E. EIGHTH ST., CA 90021
Ph: (213) 622-9775
Fax: (213) 622-9790
CA Lic # 805357
TRAFFIC PLAN DRAWN BY:
ISMAEL RODRIGUEZ

PROJECT LOCATION:
ACADEMY RD
STADIUM WAY & MORTON
CITY OF LOS ANGELES, CA

LOCATION CONTACT:
JOHN WHEELER
OFFICE # 818.347.9929

REV#	DATE	REVISION DESCRIPTION

NOT A PERMIT

Permit #F00023502

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.

NOT A PERMIT

F-23502
ANONYMOUS CONTENT – DIET COKE
(ELYSIAN- ELYSIAN PARK DRIVE, SECTION 4 & 6)

- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- OK to park trucks in Section 4 parking lot. Must leave a minimum of 6 parking spaces plus all handicap spaces for park patrons.
- Section 4 is the parking lot/area on Stadium Way and Academy.
- Co. must ensure that secure not block or restrict access to the parking lot for patrons at any time!
- Park Patrons must be allowed to drive into the parking lot and look for parking at all times.
- OK for company to basecamp at Elysian Park Drive.
- OK to park crew cars in Section 6 parking lot.
- May not control the entire parking lot at Section 6 below Grace E. Simons Lodge.
- Must allow all maintenance and emergency vehicles to the cul-de-sac if needed.
- May not block access to dumpsters or circle turn around.
- Must not block road leading to the Lodge.

F-23502
ANONYMOUS CONTENT – DIET COKE
(ELYSIAN- ELYSIAN PARK DRIVE, SECTION 4 & 6)

NOT A PERMIT

Permit #F00023502

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Anonymous Content ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 8-8-09

Anonymous Content
Name of Principal

By: _____
Representative's Signature

DAVID ZOUMENG
Print Representative's Name

LOCATION MGR
Representative's Title

3532 HAYDEN AVE.
CULVER CITY, 90230
Principal's Address

310 617 5480
Principal's Telephone

Principal = Name of Company

Denise Wheeler
Film Permits Unlimited Inc.
Phone (818) 347-9929
Fax (818) 347-9784
Pager (818) 420-7052

Please sign and fax back

NO PERMIT

SPECIAL FILIMING CONDITIONS
ECHO PARK & ELYSIAN PARK

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. The decision whether or not a particular permit will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

Echo Park is a community that includes historic Echo Park Lake and the Recreation Center, a vibrant retail commercial district, and historic Elysian Park, the oldest regional park in the city. These Special Conditions apply to the area between Echo Park Avenue, the Hollywood (101) freeway, Alvarado Boulevard North to Glendale Boulevard, Glendale Boulevard, Allesandro Street, Riverside Drive, the Recreation and Parks (RAP) boundary west of Stadium Way, Elysian Park Avenue, and Sunset Boulevard back to Echo Park Avenue. The district includes Boylston Street but excludes Elysian Park and Echo Park Lake recreation facilities and park land. Over the past several years, location filming in Echo Park has increased significantly without a system for adequately addressing the impacts this brings to the community.

The motion picture industry has amicably co-existed with the businesses and residents of this area since the silent film era and desires to continue to do so. These conditions are designed to promote cooperation between film companies, local businesses and residents so that each group can effectively utilize this diverse area. Violation of any of the conditions outlined below may result in permit revocation or other administrative action.

The community of Echo Park is home to many regularly scheduled local events: Farmers Market every Friday from 3:00 p.m. to 7:00 p.m., Lotus Festival the second weekend in July, the Cuban Festival, the Echo Park Music Festival, the December Community Parade, the El Centro del Pueblo Street Festival, and the Los Angeles, ½ Marathon. A community event's calendar shall be established. Approving permits that conflict with any of these events is strongly discouraged.

1. FilmL.A. shall consult the City Council Office when an applicant requests a permit with less than three (3) days notice.

2. Affected residents/merchants/businesses must be notified in English and Spanish at least two (2) days in advance of the first day of filming or in advance of any substantial preparation for all productions.

3. The following activities require extended notification to the affected community at least three (3) days prior to the work:

    - Use of a helicopter
    - Use of pyrotechnics
    - Gunfire (except for the use of Non-guns, which is highly encouraged).

    The production company must notify the local LAPD division on the day of filming prior to the use of any of the above.

4. A community survey is required for Exceptional Filming Activities, which include:

    - Full Street closures
    - Any filming prior to 7:00 a.m. or after 10:00 p.m.
    - Filming for more than three (3) consecutive days at any single location or multiple locations where there is an overlap of the affected residents and merchants.

NOT A PERMIT

FilmL.A. will consult with the City Council Office, the LAFD, and the LAPD on a case by case basis to determine the noise levels, safety requirements, and appropriate personnel assignments. A FilmL.A. monitor will be assigned to permits with Exceptional Filming Activities.

5. The downtown Echo Park area is home to many institutions and businesses that have contributed greatly to the improvement of the neighborhood. When requesting partial or full street closures, or posted no parking, production companies must conduct a community survey of affected properties on the following blocks: 1600, 1700, 1800, 1900 blocks of Sunset Boulevard, 1100 block of Glendale Boulevard, 1100 block of Lemoyne Street, 1100 block of Logan Street, 1100 block of Echo Park Avenue. The following public streets have also been heavily impacted by filming over the years: Park Drive, Bellevue Avenue, Stadium Way, Academy Road, Morton Avenue, and Alvarado Street. FilmL.A. and the appropriate city council office will monitor frequency of filming on these streets and all others, within the Echo Park Film District. FilmL.A. will look for ways to mitigate the impacts of filming prior to issuing a permit and utilize the community calendar as a reference.

6. Requests for the posting of "No Parking" for production equipment and/or filming will be reviewed by FilmL.A. with the intention of mitigating parking concerns for residents, merchants, and patrons in the area, with special attention given to the frequently filmed streets. The parking of production vehicles on public streets may not exceed 500 linear feet combined, but can be dedicated to one side of the street or, where appropriate street width allows, split between both sides of a street. Requests for more than 500 linear feet of parking shall require a signature survey of those affected by the proposed additional parking. Upon completion of filming, companies are requested, as a courtesy, to turn all "No Parking" signs around so that they face in the opposite direction. Only the Los Angeles Department of Transportation (DOT) is to post and remove the signs.

7. Generators are to be placed in an acceptable location within all affected residential and commercial areas. Support by all addresses within 50 linear feet of the generator is required. Alternative fuels (such as bio-diesel) and low emission generators are strongly encouraged.

8. Parking of production vehicles shall not impede, block from view, nor interfere in any way with public transit stops throughout the Echo & Elysian Park areas. Should any transit stop or schedule be altered for a film shoot, only the Metropolitan Transit Authority (MTA) or DOT is authorized to make that determination.

9. The following areas are prohibited from use: City Parking lots 662, 663, and 646, and either side of Academy Road between Morton Avenue and Elysian Park Drive.

10. All productions must coordinate with FilmL.A. to secure relaxed enforcement of parking from DOT, either side of any street that has posted street cleaning or any production shoot that takes place in a permitted overnight parking district (OPD). They must also be mindful of other existing parking restrictions including Preferential Parking Districts and Parking Meter Districts while planning their location shoot. They must then notify all residents in English and Spanish, that there will be relaxed enforcement by the Department of Transportation.

11. Cast/Crew is not permitted to park on area streets. Off street parking must be provided for personal vehicles.

NOT A PERMIT

12. Only Honey Wagon type portable restrooms or executive portable rest rooms are allowed in the District, and must be at least 100 feet away from any food establishments, in a mutually acceptable location of all other commercial and residential buildings.

13. Companies must provide adequate detour and directional signage when street closures are in place, and conform to all current DOT standards and practices. Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on any major thoroughfare, as defined by DOT. Sufficient, approved notification signs are sufficient and must be in place in advance of filming activity and must include the dates and times of closures. Street closures are considered an Exceptional Filming Activity and require a FilmL.A. monitor.

14. FilmL.A. will coordinate with Public Works to ensure that no regularly scheduled service will be interrupted including, trash pick up, tree trimming, street repair, street cleaning, etc.

15. FilmL.A. shall work closely with the Dodgers regarding all filming in and around the Echo Park, Elysian Valley, or Chinatown communities during the period of March 25 through November 5 (Dodger season).

16. Crews with walkie-talkies must wear headsets when filming within the District between 7:00 p.m. – 7:00 a.m.

17. Outdoor food preparation using charcoal or gas grills must be utilized out of public view to all adjacent residential buildings or homes and commercial properties.

18. Production companies are required to remove all self generated trash, food, and cardboard boxes, from the general vicinity at the end of each filming day. This includes any debris generated by catering companies employed to provide food for the cast and crew. Any surplus food can only be given to off-site charitable organizations.

NOT A PERMIT